

COLLEGE RADIO CORPORATION  
14 West 45th Street  
New York 36, New York

11/54

Dear Station Manager:

Under separate cover, you have been shipped 20 promotional posters listing your station call letters and the times of your Lucky Strike radio programs.

10 of these posters are for placement by your station staff, and 10 are for placement by the Student Marketing Institute student representative at your school (if there is no SMI rep at your school, all 20 posters are, of course, for the use of the station).

Please post your 10 copies at spots around the campus where the largest number of students will see them. A report as to where you placed the posters will be solicited from you by us within a few days.

Enclosed are affidavit forms for reporting of national advertising account broadcasts during November, 1954. Please fill these in, sign them, have them notarized, and return to us within 48 hours of receipt.

Return one copy of the Lucky Strike affidavit (see separate instructions)

Return two copies of each of the other affidavits enclosed (if any)

Any departures from the ordered schedule, including programs missed due to vacations, must be fully explained on the affidavit form (explanations to be marked on "additions" sheet only for Lucky Strike program account).

Thank you for your cooperation.

COLLEGE RADIO CORPORATION

COLUMBIA RADIO CORPORATION  
1500 42nd Street  
New York 36, New York

11/13/55

Dear Station Manager:

Under separate cover, you have been shipped 25 promotional posters  
listing your station's call letters and the time of your Lucky Strike radio  
program.

15 of these posters are for placement by your station staff, and  
10 are for placement by the Columbia Marketing Institute's student representatives  
at your school. (If there is no SMI rep at your school, all 25 posters are, of  
course, for the use of the station.)

Please post your 15 copies at spots around the campus where the  
largest number of students will see them. A report as to where you placed  
the posters will be solicited from you by us within a few days.

Enclosed are 15 blank forms for recording of national advertising account  
progress during November, 1955. Please fill these in, also check news items  
notariously, and return to us within 45 days of receipt.

Return one copy of the Lucky Strike affidavit (see separate list  
attached).

Return five copies of form of the other affidavit enclosed (if  
any).

Any department from the station schedule, including program  
times and on vacation, must be fully explained on the affidavit  
form (enclosed) to be marked on "Lucky Strike" sheet  
only for Lucky Strike program account.

Thank you for your cooperation.

COLUMBIA RADIO CORPORATION



RCA MONTHLY CLASSICAL MUSIC PROGRAM AFFIDAVIT OF PERFORMANCE

I certify that hour programs of classical or semi-classical music featuring RCA Victor Records exclusively were broadcast as indicated hereon, with program opening, program closing, and record introduction credits to RCA Victor records as prescribed by Eastern States Radio Corporation or by College Radio Corporation.

(Enter below dates of broadcasts, beginning times of each program, and the number of any of the optional extra announcements which may have been used.)

<u>Date</u>	<u>Beginning Times</u>	<u>Optional Announcements</u>
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State of \_\_\_\_\_

County of \_\_\_\_\_

Sworn to and subscribed before me  
this \_\_\_\_\_ day of \_\_\_\_\_,  
1954, at \_\_\_\_\_

\_\_\_\_\_  
(signature and title)

\_\_\_\_\_  
(station)

\_\_\_\_\_  
(college)

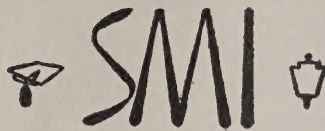
\_\_\_\_\_  
Notary Public

My Commission expires \_\_\_\_\_

ENTRIES SHOULD BE MADE ON THIS FORM DAILY and the completed sheet returned immediately to College Radio Corporation, 14 West 45th Street, New York 36, New York.







## Student Marketing Institute

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1954-1955 AMERICAN TOBACCO COMPANY CAMPUS CAMPAIGN  
Special Radio Tie-in Bulletin

LUCKY STRIKE cigarettes will be advertised extensively over your college radio station during the 1954-1955 college year.

Since LUCKY STRIKE is the leading national advertiser on college radio, there will be many ways in which SMI Campus Representatives and college radio station personnel can work together in the mutual goal of increasing LUCKY STRIKE SALES. Although your normal campaign activities are conducted for both LUCKY STRIKE and PALL MALL, your radio interview and tie-in programs will be exclusively for LUCKIES since this is the only American Tobacco Company brand advertised on college radio.

At a series of conferences the following plan was worked out by The American Tobacco Co., SMI, the College Radio Corporation (national advertising representatives for many college radio stations) and the Ivy Network (representing Ivy League Colleges) to promote LUCKIES on the campus.

1. An early meeting of the SMI Faculty Supervisor, Campus Representatives and College Radio Station Managers should be held to discuss the activities to be conducted. The manager of your college radio station is \_\_\_\_\_. Please contact him at once to arrange to have him attend your next regular meeting. He has been advised that a Campus Representative will contact him and has been given the name of the Faculty Supervisor.
2. At this meeting details should be ironed out for these activities:
  - a. Placement of Radio Posters

The American Tobacco Company has furnished College Radio Corporation and the Ivy Network with blank posters similar to those imprinted with "Welcome Students." These organizations will imprint information on the LUCKY STRIKE programs that will be heard on your college radio station and will send the posters to the station manager. You can secure your supply of LUCKY STRIKE Radio Posters from your college radio station manager. Ten Radio Posters have been set aside for placement by Campus Representatives. If opportunities for your placement at retail outlets are limited, you may take less than this amount. These posters are to be placed at retail outlets by SMI Campus Representatives and are to be placed on the campus by college radio station personnel. Report your placement as "RADIO POSTERS" on your Weekly Report Form.
  - b. Tie-In Programs

Last year at a number of college radio stations LUCKY STRIKE cigarettes (20's) were given as prizes for specific NON-LUCKY STRIKE sponsored



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2. At this meeting details should be ironed out for these activities:

a. Placement of Radio Posters

The American Tobacco Company has furnished College Radio Corporation and the Ivy Network with black poster material to those universities with "Welcome Students." These organizations will impart information on the LUCKY STRIKE programs that will be heard on your college radio station and will send the posters to the station manager. You can secure your supply of LUCKY STRIKE Radio Posters from your college radio station manager. Ten Radio Posters have been set aside for placement by Campus Representatives. If opportunities for your placement at retail outlets are limited, you may take less than this amount. These posters are to be placed at retail outlets by SMI Campus Representatives and are to be placed on the campus by college radio station personnel. Report your placement as "RADIO POSTERS" on your Weekly Report form.

b. Tie-in Programs

Last year at a number of college radio stations LUCKY STRIKE cigarettes (20's) were given as prizes for specific NON-LUCKY STRIKE sponsored



programs such as Song Guessing, Sports Scores, etc., with appropriate mention of LUCKIES made during the program. These programs were in addition to regular sponsored programs scheduled for the station. If such an arrangement can be worked out with your radio station, please submit full details to SMI on the COLLEGE RADIO REQUEST Form enclosed.

When SMI receives the COLLEGE RADIO REQUEST Form, the proposed tie-in will be discussed with The American Tobacco Company for approval or possible rejection. Authorization is needed from The American Tobacco Company before any definite arrangements can be made.

If approval is given, LUCKY STRIKE cigarettes for prizes will be shipped to the SMI Faculty Supervisor, with all prizes to be awarded by SMI Campus Representatives. Names of prize winners will be required.

c. SMI Campus Representative Interviews

The week of October 11-16, SMI Campus Representatives should be interviewed by radio station personnel on a regular LUCKY STRIKE sponsored program to acquaint the campus with their activities. An outline of the suggested interview is enclosed. The station manager has been advised of this interview, so contact him to arrange the date and time.

In addition, SMI Campus Representatives should furnish station personnel with information from time-to-time on their campus activities that will be of general interest, so that announcements of these activities can be made on LUCKY STRIKE sponsored broadcasts. (Be certain of course that nothing is revealed that will be beneficial to Campus Representatives of competitive cigarette companies). Report the date and length of your interview on your Weekly Report Form.

There are undoubtedly many other methods of cooperation between SMI Representatives and College Radio Personnel that can be evolved. Please keep SMI constantly informed on all such developments. Let's see what you come up with.

Good luck,

STUDENT MARKETING INSTITUTE

P.S. Enclosed is a copy of a letter which has been sent directly to the station manager by either the College Radio Corporation or the Ivy Network. He has also been sent a copy of our instructions to you.



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Eleanor Bents interviewed  
Oct. 13, 1974 10:30 PM.

### Instructions for Campus Representative Radio Interview

During the week of October 11-16 you will be interviewed on your campus radio station during a regular LUCKY STRIKE-sponsored radio program. You should contact the station manager, who has been advised of the interview, to work out the exact date and time. This is what we suggest you tell your fellow students about the Campus Campaign and your duties as SMI LUCKY STRIKE Campus Representative.

1. About Yourself. Introduce yourself as the LUCKY STRIKE Campus Representative. State that you represent The American Tobacco Company, the recognized leader in the tobacco industry. (REMEMBER: you are to discuss your LUCKY STRIKE activities only, in that LUCKY STRIKE is the only brand advertised by The American Tobacco Company on college radio. You might also add something like, "I'm the student you've seen sampling LUCKY STRIKES on the campus." Give a brief description of any other titles or offices you hold on campus or any other affiliation by which you may be known.
2. About Your Duties. Describe your sampling procedure (do not mention quantities). Tell how you will be distributing LUCKY STRIKE samples on the campus throughout the school year. Make sure to state that you would be glad to cooperate with campus organizations in planning special college promotions. Remember ... booths at carnivals, floats, dances, home-coming decorations, parties, smokers, blood drives, ticket sales, career conferences, queen contests, talent shows, charity bazaars, bowling, ping-pong and pool tournaments, banquets, fashion shows, college anniversaries, Campus Chest, Red Cross and Scholarship Fund drives are all "naturals" for promotions.
3. How You Can Be Contacted. It is important that you give your campus address, or some other place where you can be found and the best time to contact you.
4. Wind Up. Before you thank the interviewer for interviewing you, make sure you tell your audience that LUCKY STRIKE is "the leading selling cigarette in the nation's colleges" and that later on in the program they'll hear proof of this fact. Sign off with something like, "I'll be seeing you on campus."

Do not memorize your interview. However, have this outline before you while you are talking. It covers the points we would like you to mention and has many "key" phrases you may wish to use. Speak slowly enough so that you will be easily understood but try to be brief and to-the-point in everything you say. Be both interesting and informative.

Remember, you are a representative of The American Tobacco Company and SMI. The impression you create among your fellow students towards yourself will influence their attitude. Conduct the interview in an efficient, business-like manner. If you follow the above instructions, your job as American Tobacco Company Campus Representative will be considerably easier and your campus program will be more successful.

Make Miss  
Music  
start Fri. Oct. 22  
from 2:00-4:00



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COLLEGE RADIO REQUEST FORM  
LUCKY STRIKE PROGRAM TIE-IN

College \_\_\_\_\_ Location \_\_\_\_\_

Date Submitted \_\_\_\_\_ Representative(s) \_\_\_\_\_

Program Director \_\_\_\_\_ Station Call Letters \_\_\_\_\_

Name of Program \_\_\_\_\_

Detailed Description of Proposed Tie-In Program:

How many times will LUCKIES be mentioned per program? \_\_\_\_\_ How? \_\_\_\_\_

Program Schedule: (day(s) - time and length) \_\_\_\_\_

Program tie-in will start: \_\_\_\_\_ End \_\_\_\_\_ Note: If the tie-in is not to be continued during Christmas holidays or vacation periods over one week, please indicate those weeks which you desire shipments be withheld: \_\_\_\_\_

Number of cartons requested per broadcast: \_\_\_\_\_ Per Week \_\_\_\_\_

Do other cigarette companies advertise on your station? \_\_\_\_\_ If yes, indicate day, time and type of program: \_\_\_\_\_

THIS SPACE FOR SMI USE

SMI Recommendations:

Date of Approval: \_\_\_\_\_ Date of Initial Shipment \_\_\_\_\_

No. of Cartons Approved: \_\_\_\_\_ Day of Week shipments will arrive \_\_\_\_\_



COLLEGE RADIO REQUEST FORM  
LUCKY STRIKE PROGRAM TIE-IN

College \_\_\_\_\_  
Location \_\_\_\_\_  
Date Submitted \_\_\_\_\_  
Representative(s) \_\_\_\_\_  
Program Director \_\_\_\_\_  
Station Call Letters \_\_\_\_\_  
Name of Program \_\_\_\_\_  
Detailed Description of Proposed Tie-In Program: \_\_\_\_\_

How many times will LUCKY STRIKE be mentioned per program? \_\_\_\_\_ How?

Program Schedule: (day(s) - time and length) \_\_\_\_\_

Program tie-in will start: \_\_\_\_\_ End: \_\_\_\_\_  
Note: If the tie-in is not to be continued during Christmas holidays or vacation periods over one week, please indicate those weeks which you desire shipments be withheld: \_\_\_\_\_  
Number of cartons requested per broadcast: \_\_\_\_\_ Per Week \_\_\_\_\_

Do other cigarette companies advertise on your station? \_\_\_\_\_ If yes, indicate day, time and type of program: \_\_\_\_\_

THIS SPACE FOR SHL USE

SHL Record number: \_\_\_\_\_

Date of Approval: \_\_\_\_\_ Date of Initial Shipment: \_\_\_\_\_  
No. of cartons approved: \_\_\_\_\_ Day of week shipments will arrive: \_\_\_\_\_